

PRINTERS INK.

GEO. P. ROWELL & CO., PUBLISHERS.

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SECOND-CLASS MAIL-MATTER.

MAGAZINE ADVERTISING.

A monthly publication issued in New York city, called *The Office*—"A Practical Journal of Business Management, Office Routine and the Art of Advertising"—commenced in its July issue and completed in that for September a series of articles on the subject of magazine advertising, which are so well considered, definite and conclusive, that they are worth a careful perusal by every person who spends money for advertising. The three articles are here reproduced entire:

First Article.

Every advertiser, whose goods admit of more than local distribution, has the question of advertising in the magazines forced upon his attention. The canvassers employed by the magazine publishers seek him out and dilate upon the advantages of addressing the intelligent reading public through the columns of their periodicals; the great advertising agencies of the country send him circulars and estimates of what a given space will cost him in all of a special list of magazines which they submit, and last, but not least, when in his leisure hour he picks up his favorite magazine he finds, prominent among the advertisers in it, one or more of his competitors in business. He begins then to ask himself, Does magazine advertising pay? Would it be wise for me to join the ranks of magazine advertisers? If he carries his investigations to the point of asking a prominent magazine advertiser something of his experience, he is very likely told, "It is the best advertising investment I ever made. I get better results from a given sum of money expended in the maga-

zines than from a like amount invested in any other direction." When he seriously considers the cost of a half-page in the magazine of his choice and is brought face to face with the amount of expenditure necessary to carry the same advertisement through a representative list of magazines he begins to realize that magazine advertising is an expensive luxury, if it be a luxury, or a dear necessity, if it be regarded as a part of the general expenses of his business. However, assured as he is by the experience of business acquaintances that magazine advertising, although expensive, does pay well, and encouraged in his course by the long list of names of leading concerns in various lines that are always before the public in the advertising pages of the magazines, he finally concludes that he will become a magazine advertiser. At this stage he is confronted by the question, Into what magazines must I go in order to reach the best class? How shall I expend the amount of money I have set apart for magazine advertising to obtain the very best possible results? These questions are more difficult to answer than at first might be supposed.

THE BEGINNER'S DIFFICULTIES.

Let us trace the course of our advertiser a little further and examine the difficulties that beset his path. Of his own knowledge he is acquainted with perhaps three or four magazines, and they are accordingly prominent candidates for his favor. There is the one that he reads regularly, and also its rival, which his neighbor takes and is always talking about. Then there is the juvenile magazine, which he has for several years past bought for the amusement and instruction of the younger members of his family, although he has never given it very careful attention. He believes, however, that it is a good magazine, otherwise he would not take it. There is also the magazine, a single

number of which he bought on the cars a short time since, when he had nothing to read and wanted something with which to pass the time. It was a new thing to him, and he bought it with some misgivings when he found he could not get anything else, and he was greatly surprised to see by its title page that it had reached its twenty-eighth volume, although he had never before heard its name. He likewise knows of the mere existence of two or three other magazines from seeing them displayed on the news stands or from notices of their contents, which sometimes appear in the daily and weekly papers which he reads. In a general way as the result of his own reflections he believes there are eight or ten magazines into which he should go if his advertising is to reach the general circle of magazine readers. About this time he remembers the advertising agencies which on several occasions in the past have sent him circulars, and so he decides without further delay to write to a number of them, stating his case frankly—namely, that he desires to become a magazine advertiser, and wishes to use a fairly representative list, and thus learn what they have to suggest.

HELP FROM THE AGENCIES.

When their replies comes to hand and are examined he becomes really perplexed. One of the agencies answers: "If you will submit the list of magazines you propose to use we shall be happy to name prices," ignoring altogether the fact that he is seeking information on this very point, and is in a mood to become the patron of that agency which can best help him in his difficulty. Another replies: "You have omitted to state the terms of payment you propose—a very important item in preparing estimates," and closes without a particle of information. In view of the fact that he is solvent, and has always paid cash, this letter seems to our hero to be a conundrum, the answer to which has been lost. However, as experienced advertisers know, there are funnier things than this to be encountered in the advertising business. Our friend hesitates before opening the other letters upon his desk, and the thought crosses his mind of consigning them all to the waste basket without examination. This, however, would be unbusinesslike, and so he tears open the next envelope. At last a list is submitted, and prominent at the top of it is his own favorite

magazine—and a little further down is the magazine his neighbor likes so well, and there is also included the one he bought on the cars the other day, and likewise the juvenile magazine his children read and talk about. Here, at last, is something very satisfactory—but when he counts up the list he is amazed to find that no less than twenty-two periodicals are named, of many of which he never before heard even by name. While reflecting on this fact he opens the next letter. It also contains a list—longer than the one just referred to—but, singular to state, it omits his favorite, and does not contain a number of other names which appeared in the first list. He tries the last envelope before him, and is rewarded with still another list. It is shorter than either of the others; upon examination he finds his favorite is restored to place, and notices that one or two other magazines are mentioned of which he knows something, but many names are included that are familiar to him, which belong to periodicals he would never have called magazines. He has always supposed that the *Youth's Companion*, *Puck* and *Harper's Weekly* belonged to a class of periodicals entirely distinct from the magazines, and yet, for reasons best known to the advertising agent whose letter is before him, these and others of a similar character, although less prominent, are included as parts of a magazine list. When our would-be advertiser attempts to compare the several lists thus obtained, one with the other, in order to secure a satisfactory answer to the question in mind, he finds them so dissimilar that comparison is out of the question. Beyond the fact that each of the lists is headed with one or the other of the few magazines that everybody knows something about they have very little in common.

PERSONAL INVESTIGATION.

With characteristic shrewdness our man of business begins to think that there must be some good reason for these discrepancies. It may be that the lump price on the list, which each of the agencies has submitted, has been influenced by the presence of certain obscure periodicals—that is, the list has been made long but the price has not been swelled to the amount that would be necessary if none but strictly first-class magazines were included. The mere suspicion of something of this kind determines his course. He will do

a little investigating on his own account. He determines to procure specimen copies of all the periodicals mentioned in the lists before him, and in the light of his own examination determine what his lists ought to be. When it is made out perhaps he will submit it for an estimate to the agency whose curt letter first above referred to annoyed him so much when he read it. While he is engaged in this investigation—a piece of work of considerable magnitude, it may be remarked, and one so laborious in character that most business men would be slow to commit themselves to it—we may be permitted to present the results of an investigation similar in kind which was undertaken a short time since, not for the benefit of an individual advertiser, but in the interest of the public at large. In passing, however, it should be mentioned that the allusions above to estimates and correspondence with agencies are not mere fancy, but are based on actual experience. This is also an appropriate place to say that the facts and figures which follow are likewise supported by documentary evidence.

A LIST SUGGESTED.

What are the representative magazines of this country and in what magazines should an average advertisement appear in order to fairly reach the general class known as magazine readers? We put this question a short time since to a gentleman of large experience in advertising matters, and of broad views on business affairs in general. In reply we received the following list, with the explanation that it was made up in the light of close observation and embraced those magazines which are entitled to consideration on account of their literary excellence, and those which seem, to him, to be most carefully read the community over:

1. Century Magazine.
2. Scribner's Magazine.
3. Harper's Magazine.
4. Atlantic Monthly.
5. Lippincott's Magazine.
6. Frank Leslie's Popular Monthly.
7. American Magazine.
8. Arthur's Home Magazine.
9. Cassell's Family Magazine.
10. Ballou's Monthly.
11. Demorest's Monthly.
12. Outing.
13. St. Nicholas.
14. Wide Awake.

Here are fourteen magazines, and, as our friend informed us, carefully arranged in the order of their importance and value, as they appear to him. Now

we found, after examining the list, that we could not indorse his order of arrangement in all particulars, for, according to our own experience and observation, some of those which are near the end of the list ought to change places with some in the earlier part of the list, etc.; *St. Nicholas* and *Wide Awake*, being the only juvenile magazines included, of course form a class by themselves, so to speak. After considering the question of relative value for a short space of time we determined to make the most thorough investigation possible. Our scheme, as finally outlined, embraced the following features: An intelligent analysis of the advertising of all the magazines contained in this list and a careful comparison of the contents of one with another; personal correspondence with every advertiser found in these magazines; interviews with the publishers of the magazines so far as possible and correspondence with those located out of the city. Also interviews and correspondence with some of the leading advertising agencies. This undertaking, as the reader will perceive, was an ambitious one, and, as the sequel proved, involved far more labor and time than was at first anticipated. However, the results seemed to justify the expenditure, and, while at this writing, the work is still in progress, enough has been accomplished to warrant the commencement of the narrative. Succeeding issues of *The Office* will supplement what is here presented.

THE CRITERION OF VALUE.

A fair criterion of the value of any periodical as an advertising medium is its circulation and the amount of advertising that it carries. But it may be objected by the critical reader, the advertising business of a magazine depends directly upon circulation. Therefore circulation alone should be considered in determining relative value. This is true to a certain extent, but the advertising found in a magazine, representing as it does either the profitable experience of the advertisers or else the deliberate judgment of those who have considered the subject, is necessarily a very correct index of the standing of the magazine. The advertising carried is the most convenient measure of the worth of the periodical which the casual investigator can apply, and therefore it should not be ignored. That we used it in this case will appear in detail fur-

ther on. When it comes to the circulation of a magazine, two things are to be considered: First, the number of copies sold and read, and, second, the intelligence and general character of those who read them. It is circulation in the abstract—*i. e.* quantity only—that is commonly considered by advertisers, for this is the easier to determine, although it is hedged about with difficulties. The character of the circulation, while seldom inquired for, can be closely estimated, first, by examination of the contents of

the magazine, and, second, by noting the advertisements that seem to pay best, determined by the persistency with which they are maintained.

ESTIMATED CIRCULATION.

We first undertook to learn something about the circulation of the magazines named in the list already referred to, considered numerically only. We hunted up the advertising directories about our office and soon had a table in the following form:

CIRCULATION AS GIVEN IN THE DIRECTORIES.

	MAGAZINE.	ROWELL (New York).	BATES (New York).	LORD & THOMAS (Chicago).	AYER (Philadel- phia).	AVERAGE.
1.....	Century.....	150,000*	160,000	213,000	222,031	186,257
2.....	Scribner's.....	75,000	125,000	140,000	116,000†	114,000
3.....	Harper's.....	150,000	140,000	175,000	185,000	162,500
4.....	Atlantic.....	10,000	15,000	10,000	12,500	11,875
5.....	Lippincott's.....	10,000	25,000	60,000	60,000	38,750
6.....	Frank Leslie's.....	75,000	90,000	125,000	96,500
7.....	American.....	50,000	75,000	75,000	50,000	62,500
8.....	Arthur's.....	15,000	18,000	20,000	21,000	18,500
9.....	Cassell's.....	10,000	10,000	10,000	10,000
10.....	Ballou's.....	12,500	20,000	15,000	18,000	16,375
11.....	Demorest's.....	37,500	75,000	50,000	46,000	47,125
12.....	Outing.....	12,500	12,000	12,250
13.....	St. Nicholas.....	50,000	70,000	64,333	70,521	64,963
14.....	Wide Awake.....	17,500	25,000	25,000	25,000	23,125
	Totals.....	665,000‡	849,000	871,333‡	970,052‡	863,730

* Rowell's figures throughout are given as "Exceeding 150,000," "Exceeding 75,000," etc., the inference being that the figures named are minimum.

† Ayer gives the circulation of Scribner for six months as 700,000, from which these figures are derived.

‡ In comparing totals note omissions in portions of the list and make proper allowances therefor.

It is hardly necessary to weary the reader by pointing out the discrepancies and fallacies in the table, or to occupy space with the details of a number of interesting calculations that we based upon it. Suffice it to say that the conclusion in our own mind was that the guessers in the offices of newspaper-directory publishers are no less fallible than those outside. Where figures coincide it is fair to infer that they are based upon the same data, either copied from the same list or else based upon the same statement submitted by the publisher. The basis of the figures as given in each of the several directories is noted at the bottom of the table. So much for what the directories could do for us. We worked out our column of averages and rested from this part of our labor. Later on we learned from some of the publishers actual figures and were not a little amused at the comparison there instituted. It did seem

funny, to say the least, to find agencies which have the reputation among average publishers of cutting circulation figures to the last degree, soberly claiming a larger circulation for one or two prominent magazines than the publishers themselves. However, we anticipate. Suffice it to say in this connection that the column of averages at the right seems, in the light of our own investigation, to be much nearer the truth than those who scoff at advertising agencies would be willing to admit.

ADVERTISERS AND ADVERTISEMENTS.

We next turned our attention to the advertising in these magazines, which, as already intimated, we most carefully analyzed and compared. At the outset we were not in doubt which magazine would lead the list when considered as to number of patrons, nor yet which would come second in order of importance. Beyond this, however, came the

points in dispute which, in part, at least, this investigation was to settle. As we progressed we became curious to know how many advertisers are found in these magazines, as well as how many advertisements. Still another question was, How many advertisers go through the entire list? And incidental to this was the question, What advertisers prominent through a considerable proportion of the list are not found at all in some of the more prominent magazines? There was far more involved in this search than arranging the table first presented.

ADVERTISEMENTS IN JUNE ISSUES.

	Magazines.	Number of advertisements.	* Number of advertisers.
1..	Century.....	340	340
2..	Scribner.....	282	114
3..	Harper.....	194	55
4..	Atlantic.....	87	15
5..	Lippincott.....	149	55
6..	Leslie's Popular.....	108	51
7..	American.....	105	29
8..	Arthur's Home.....	47	7
9..	Cassell's.....	63	11
10..	Ballou's.....	38	4
11..	Demorest's.....	80	35
12..	Outing.....	189	90
13..	St. Nicholas.....	68	11
14..	Wide Awake.....	36	8
	Totals.....	1,786	825

* In this column *Century* is given credit for its entire business, and each of the other magazines for what they contain that is not found in *Century*. The same result would be produced by using any other magazine as the standard, and comparing the others with it.

We have not space to present at this time numerous deductions to be drawn from this table, nor yet to mention many most interesting facts met by the way as we pursued our investigations. Before we had done with our work we decided to extend our search through the columns of some eight or ten other magazines, and an account of what we found in this direction, as well, we must defer to another time. As we go to press the mails are bringing us large numbers of letters from the advertisers in the magazines we have enumerated, sent in answer to our questions addressed to them a few days since. We have asked their opinions of magazine advertising as compared with advertising in other channels, and have also requested some indications of what is their favorite among the leading magazines. The answers are, for the most part, frank

and to the point. Without giving names or betraying confidence in any particular we shall have some most interesting tables of results to lay before our readers in succeeding issues.

Second Article.

The supplemental list of magazines referred to near the close of the article in the July issue, into which we decided to extend our examination, was based upon the little circular issued by J. Walter Thompson, of the Potter Building, New York, soliciting advertising for the August issue of certain magazines. The list printed in this circular contained the names of twenty-five periodicals, as follows, those printed in *italics* being in the lists already referred to:

American Magazine.
Vick's Monthly.
Ballou's Magazine.
Gleason's Monthly Companion.
Overland Monthly.
Outing.
Art Journal.
Arthur's Home Magazine.
Godey's Lady's Book.
Lippincott's Magazine.
Peterson's Magazine.
St. Louis Leisure Hour.
Domestic Magazine.
Eclectic Magazine.
Fireside Monthly.
Budget of Wit.
Herald of Health.
Leslie's Bazar.
The Season.
Frank Leslie's Popular Monthly.
American Garden.
The Forum.
St. Nicholas.
The Century.
Sunday Magazine.

This list on the circular in question was marked "standard." The edition was given as over 1,250,000. A rate per line for the twenty-five magazines was named, and also a rate for the same including *Harper's Magazine*, making twenty-six periodicals in all. We are informed that the agent issuing this list makes a specialty of magazine advertising, and that he probably does more in this line than any other person. Accordingly our interest in the list that he marks "standard" became very great. We at once ordered copies of the June issue of the entire lot of magazines named from the American News Company. We chose the June number because we wanted all our comparisons to be on the same basis. We were somewhat surprised at the result of our order. Of the magazines enumerated in this "standard list" we were told that one periodical had been dis-

continued; another the American News Company knew nothing about, and notified us they must be supplied with name and address of publisher before they could furnish the paper; still another was out of print, and a fourth they did not handle at all, but referred us to the publisher direct. Calling at the address designated we found the office closed. A second call—both

SUPPLEMENTAL LIST.

Magazine.	Circulation.			Number of advertisements.	Advertisements not in original list.
	Rowell.	Bates.	Ayer.		
Vick's Monthly.....	10,000*	30,000	25,000	35	8
Gleason's Monthly Companion.....	5,000	10,000	11	0
Overland Monthly.....	5,000	3,000	15,000†	133	82
Art Journal.....	29	2
Godey's Lady's Book.....	17,500	30,000	25,000	62	2
Peterson's Magazine.....	75,000	100,000	117,000	62	3
Domestic Magazine.....	25,000	40,000	45,000‡	76	10
Eclectic Magazine.....	5,000	5,000	7,500	31	5
Budget of Wit.....	15,000	20,000	50,000‡	51	2
Herald of Health.....	5,000	5,000	5,000	25	8
American Garden.....	10,000	25,000	25,000‡	122	84
The Forum.....	10,000	55	10
Sunday Magazine.....	15,000	22,000	24,000‡	59	5

* Rowell's figures throughout are given as "Exceeding 10,000," "Exceeding 5,000," etc

† Sworn statement of publisher.

‡ Publisher's report.

calls being at seasonable hours—resulted the same, and an order by mail brought no response. This reduced the list to twenty-one periodicals. Of this number we found that eight were in our original list, leaving only thirteen to be considered at this time.

This supplemental list took the shape shown in the preceding column, after we had looked up the matter of circulation as given in three of the directories and noted the number of advertisements contained in each.

RELATIVE RANK.

After completing this table and glancing over it, we were disposed to believe that for leading and influential magazines, judging them by the standards of circulation and amount of advertising carried, we were not as far astray in our original list as we might have been. However, the figures are all before the reader, and therefore it is scarcely necessary to occupy space in making comparisons. In passing, we may be allowed to present for inspection a little table which we made up at about this stage of the investigation, based on the show of business. Ranking the magazines by the number of advertisements contained in each, they take the following order:

1. Century.....	342
2. Scribner's.....	280
3. Harper's.....	194
4. Outing.....	189
5. Lippincott's.....	149
6. Overland.....	133
7. American Garden.....	122
8. Frank Leslie's.....	108
9. American.....	105
10. St. Nicholas.....	68
11. Peterson's.....	62

Again arranging the magazines in the order of their circulation as reported by Ayer & Son, with the exception of *Outing*, which this agency does not quote, we have the following:

a. Century.....	222,031
b. Harper's.....	185,000
c. Frank Leslie's.....	125,000
d. Peterson's.....	117,000
e. Scribner's.....	116,000
f. St. Nicholas.....	70,521
g. Lippincott's.....	60,000
h. American.....	50,000
i. American Garden.....	25,000
j. Overland.....	15,000
k. Outing.....	12,500

CHARACTER OF CIRCULATION.

Now, we shall not attempt a full comparison of these two little tables, nor yet try to reconcile their manifest discrepancies. That the amount of advertising a magazine carries does not depend solely upon the circulation is very evident, by contrasting *Peterson's* and *Scribner's*, which stand very close together in the table giving circulation,

being 117,000 and 116,000 respectively, but which in number of advertisements are only 62 for *Peterson's* as against 282 for *Scribner's*. This brings us face to face with a point made in the first article—namely, that in any estimate of advertising the character as well as the quantity of circulation must be considered. For further example, contrast *Outing*, credited with a circulation of only 12,500, and containing 189 advertisements, with *St. Nicholas*, circulating 70,000 copies, and carrying only 68 advertisements. In *Outing* the advertisements are almost exclusively of goods and articles that are in demand for vacations, excursions and sporting purposes, and are evidently inserted for the reason that the magazine reaches the special class addressed. On the other hand *St. Nicholas* is a magazine for children, who of course buy nothing, and comparatively few advertisers think it profitable to address the parent over the child's head. Other very interesting comparisons with their own appropriate conclusions are possible.

ARRANGEMENT OF ADVERTISEMENTS.

A word should be said as to the arrangement of the advertisements in the magazines. *Scribner* excites the curiosity of the reader with respect to the advertising pages, by sandwiching among them some comical illustrations, and thus provides a maximum of preferred space. Some of the advertisers have taken the hint, and have so illustrated their cards as to cause the unsuspecting reader to peruse them nearly to the end before discovering that he is reading advertisements. One magazine, of which we expected far better things than were realized, sends its numbers out with the advertising pages uncut. Now, it is asking a great deal of the reader in this busy age to cut the advertising pages of a periodical, no matter how choice in character, in order to see what is in them. Few are willing to do it, and the wide-awake advertiser, for this reason alone, takes his business to the "other shop," where they are more enterprising—where it is the custom to send out the advertising pages cut so that they will readily open, even though in deference to some unexplainable freak of fashion the literary part is sent out uncut. By this plan, however, the advertising is often the first part of the magazine examined, and advertisers have the benefit accordingly. For the most part, the magazines which stand

first in our tables classify their advertisements very carefully, thus serving the advertiser and accommodating the reader who desires to make intelligent selection.

WHAT ADVERTISERS SAY.

And now, before introducing any more statistics, let us see what advertisers say about magazine advertising. We are in receipt of a very large number of letters from advertisers in the various magazines we have been considering, many of them giving very interesting details. We are not at liberty to use this information in exactly the way the reader would doubtless like to see it, but we can present a few extracts, omitting names and addresses for obvious reasons, that will repay perusal. Our questions addressed to the advertisers included the value of magazine advertising as compared with other kinds of advertising. We also asked that they indicate from which of the several magazines they have derived the best results, all things considered. It is upon these points that the extracts which we shall present bear more particularly.

EXTRACTS FROM LETTERS.

A manufacturer of an article which boys greatly prize says "Magazine advertising is far superior to any other, regarding returns." Another manufacturer in a very different line says: "We have frequently kept records of the returns and find that magazines do not pay during the year the amount expended for that year, but we hear from this class of advertising for years, and therefore consider it a profitable investment." Still another, who is introducing a first-class article, says: "Our feelings in the matter are that the magazines are read by the better class of people, and, therefore, in their columns is the place to advertise first-class articles. 'Birds of a feather flock together.'" A publishing house lays particular stress upon the form and composition of the advertisement, and at the same time contrasts the daily papers and the magazines as follows: "In general we rank the best high class magazine advertising about the same as the best newspaper advertising. This depends greatly, however, on the way the advertisement is placed before the readers, the nature of the goods advertised, etc. For instance, we placed a small advertisement once in a prominent New York weekly. It brought

many replies. We doubt if half as many would come from the same advertisement in the *Century*. But we received more replies from another advertisement placed in the *Century*—an advertisement entirely different, however, from the one first mentioned than we should have any expectation of receiving from any paper." A maker of an article in demand by housekeepers writes: "We regard magazine advertising superior to that of any other description where printers' ink is used." A purveyor of remedies says: "Magazine advertising has given us far more satisfactory results than newspaper advertising. *Harper's Monthly* has given as good results as any."

A manufacturer of an article used in offices writes: "We have found advertisements in the various leading magazines are more lasting, so to speak, than others. For instance, we are still hearing from a great number of persons in reply to advertisements in the Christmas issues of *Century* and *Harper's Monthly*. As to the relative value of the magazines, *Century* has paid us best; next comes *Scribner's*, and after that the *Chatauquan*. Our magazine advertising has brought us orders from the remotest corners of the United States and Canada, as well as from Transvaal, Cape of Good Hope and South America." A nurseryman writes: "I find that advertisements in popular monthlies pay me better than the weekly or daily papers." A firm of stationers and engravers say: "We consider magazine advertising superior to all others, except local papers for special purposes. They reach the very best class of intelligent and thrifty people. Some of our best sales are made through this medium. The *Century* is always sure to bring good replies and returns. Costs more, but pays better." A piano firm say: "We consider the magazines a good advertising medium, for the reason that they reach the better class of people, and are kept longer in view than the ordinary newspaper." A prominent educator says: "After eight years' experience I give the highest place as an advertising medium to the *Century*." A proprietary medicine concern write: "We kept a list for six months only—*Scribner's* took the lead and *Harper's* came next."

This bit of information, it occurs to us to say, would have been all the more valuable if we had been informed of

the other magazines in the list. The little boy was next to head in his class, when there was only one scholar in it besides himself. A stovehouse says: "*Century* gives the largest returns of all the monthlies we have tried." A very conservative manufacturing firm, but one that is not adverse to printers' ink, say: "The *Century* is about twice as valuable as *Harper's*. We keep careful record. *Scribner's* is as good as *Harper's*, if not better. Only the best magazines reach all classes of business men. No monthly issue of blood-and-thunder trash, although bound and sold under the style of a magazine, is worth considering as a medium for advertising."

An educational publisher writes: "I tried a single insertion of a small advertisement in (1) the largest dailies, (2) the largest religious weeklies, (3) the largest home weeklies, (4) the largest magazines—*Harper's* and *Century*. The magazines paid best when classed with other periodicals. I received ten times as many replies from either magazine as from any one paper in any of the other three classes. *Harper's* paid me 50 per cent. better in returns than *Century*, and when cost is considered 100 per cent. better."

TABULATED STATEMENT.

An advertiser who writes in the light of records of seven years' experience says: "I have entirely given up 'ready prints' and for the most part weeklies. My list now consists of the highest class monthlies, together with a few of the best weeklies. My standing advertisement occupies but seven lines, but for several years past has gone into every number of the monthlies and once every month into the weeklies. We keep a check list of these returns which specify the paper in which the advertisement was seen and the returns for the first dozen in the list are in the following proportion:

Youth's Companion.....	62
Ladies' Home Journal.....	34
Washington Hotel Tribune.....	31
Century.....	28
Farm and Home.....	24
Toledo Blade.....	18
Phrenological Magazine.....	15
Sunday School Times.....	15
Cosmopolitan.....	15
American Agriculturist.....	14
The Office.....	14
New York World.....	14

"We pay the highest price for *Youth's Companion*, but we regard it as the best investment we make in the way of ad-

vertising—that is, on the supposition that replies from these mediums are of equal value."

THE OTHER SIDE.

Now, it must not be assumed that all praise the magazines. It would be strange indeed if some had not been persuaded into advertising who by the very nature of the case can derive no good from such mediums. We have letters from such persons and others as well. In another issue we shall attempt to show by means of a table just what all have said on the subject of advertising in the magazines. The above extracts show the general drift of the letters that are favorable to the magazines—and such are greatly in the majority, although they do not agree as to which of some three or four is entitled to first rank—but by means of such a bird's-eye view as we have in mind we shall be able to show it all at a glance.

Third Article.

A CONSENSUS OF OPINION.

The special object of this article is to show by means of statistics in just what opinion some of the magazines are held by advertisers. We have opened up correspondence with all of the advertisers in the original list of fourteen magazines published in the July issue of this journal, and with a considerable number of those whose cards are to be found in the magazines given in the supplemental list published in the July number. Our letters of inquiry were so worded as to give to each advertiser the widest possible latitude of expression in reply. In looking over the accumulated mass of correspondence we find it difficult to classify the replies satisfactorily upon any one basis, and therefore we shall present the results to be derived from it in the form of a narrative, hoping by this plan to get before the readers all essential facts. In our last we gave extracts from some of the letters. We might submit many more, all of which would be found equally valuable and interesting. Before entering upon these statistics it should be remarked that those persons who are endeavoring to form an opinion concerning the mediums for their own advertising yet to be placed may derive valuable assistance from reading what active advertisers have to say about the different magazines they are patronizing.

In presenting the statistics of this correspondence we shall indicate results

by the means of percentages, believing that this plan is best for the purpose.

We shall first consider the correspondence as a whole, and then divide it into classes. In considering the facts that follow the reader should remember that the inquiry to which replies have been made was somewhat general in its terms. Some, as it will be seen below, failed to understand it utterly; others declined to give any of the points requested; while, of course, some passed the matter by without any attention at all. With reference to this last, we believe that those who did answer are typical of the entire class of magazine advertisers, and, therefore, that the conclusions presented herewith are not far astray.

GENERAL SUMMARY.

Of the entire number of letters received in answer to the general inquiry about magazine advertising, mentioned in the initial article in this series, 8 per cent. blundered as to the nature of the questions. Of these, the writers of the larger portion thought our letter was a request for an advertising contract, and replied in the easiest way according to circumstances, either that their lines were full, or that it was not their season, or that their advertising man was on his vacation, or something else of the general sort—all going to show that the correspondents of many enterprising houses occasionally answer letters without reading them. Without this proof in our hands we would never believe that as many active business men jump at their conclusions. Of the entire number of answers 9 per cent. were in the form of polite refusals to furnish the information requested. Those who said they had no opinion of their own on the subject of magazine advertising, either because they were beginners at it, or that they advertised simply because other houses in their line were advertising, or were dependent upon the advice of friends or the advertising agencies for their opinions, comprised 20 per cent. of the entire number. Here then was 37 per cent. of chaff, for the remaining 63 per cent. we regarded as wheat, because this portion of our answers bore directly upon our questions, and their writers unhesitatingly said, according to circumstances, either that they do or do not like the magazines. Only 16 per cent. of the entire number of letters received had anything to say disparaging of the magazines, while 47 per cent. spoke in their praise. Of the number

of letters which expressed a definite opinion of the value of magazine advertising 26 1-2 per cent. were not pleased with it or were opposed to it, while 73 1-2 per cent. believed magazine advertising to be relatively more profitable than any other kind with which it could be compared.

In view of all the circumstances, to secure a definite expression from almost 50 per cent. of our correspondents we think was doing very well, and to find that 73 1-2 per cent. of those who are using the magazine are greatly pleased with their experience is certainly a triumph for magazine publishers as a class. This is still further enhanced by the fact that of the entire number of those from whom we have heard, the noncommittal ones, and those who are proceeding upon advice of friends or simply following successful examples, are almost double those whose experience has not been favorable.

When it comes to indicating the repute in which the different magazines are held by the advertisers we have less figures than we could desire. In our letter we asked our correspondents to point out which of the magazines had pleased them best. Nearly 70 per cent of those who are pleased with magazine advertising answered the question, but only about 16 per cent. of this number indicated their second choice, therefore we cannot present such a table as the reader would doubtless wish to see. Of those who indicated their favorite of all the magazines 77 1-2 per cent. named the *Century* as occupying the first place; 10 per cent. gave preference to *Harper's*; 5 per cent. put *Scribner* in the front rank; 5 per cent. favored *Demorest's* and 2 1-2 per cent. were best pleased with the *Ladies' Home Journal*. Only *Scribner's* and *Harper's* were mentioned in the places of second best, and of those who so voted, taking the letters by actual count—not by percentage as in the preceding—*Scribner's* has a majority of 1. A number of the letters received expressed the opinions of the writers in the form of a money comparison. Of this class alone 75 per cent. put it in general terms that more is got for a given sum of money in the magazines than elsewhere, while 25 per cent. put it in effect that \$1 expended in the magazines is worth more than \$2 put elsewhere. In this connection we want to correct a mistake that crept into the article last month. The types by ac-

cident made us credit the *Domestic Monthly Magazine* with only 76 advertisements, when the actual number is 82. The publishers claim even a larger number than this, the difference being the advertisements of the publishers themselves and duplicated cards of outside advertisers. In estimating the advertising contents of the magazines we have pursued the same policy throughout—namely, of counting the publisher's advertisement as 1 only, no matter how often repeated nor how much space occupied. Two advertisements from the same advertiser, as for example two books described by a book concern, have similarly been counted as 1. Any other rule would have swelled the figures, especially those of the more prominent magazines, to undue proportions.

OLD BUT EXCELLENT.

Among the many devices used by newspaper advertisers to attract the attention of readers to their advertisements few are more simple or effective than the one here illustrated.

TWO PUBLISHERS OF NEWSPAPERS.

—If you wish to attract the attention of advertisers towards the merits of your publication, it would be well to prepare a statement of the advantages which it offers and cause it to be inserted in **Printers' Ink**. It has a regular semi-monthly circulation of more than 5,000 copies AMONG ADVERTISERS, exclusive of its other circulation. A Ten Line Announcement in its columns is inserted for a Dollar and a Half and a Full Page costs but Fifteen Dollars. Address all orders to CHAS. L. BENJAMIN, Publisher, 10 Spruce St., New York.

The closely-set lines of type would not of themselves attract more than ordinary attention, but the double cross heavily scored upon the face of the advertisement seemingly for the purpose of erasing it, awakens in the observer that dormant curiosity that since the days of Adam and Eve has caused the human race to do those things which they ought not to have done, and, in too many cases, to leave undone those things which they ought to have done.

The cancellation marks are produced by bits of rule inserted in the electrotype plate. Suitable apertures having been sawn in the plate, previous to blocking, for the admission of these bits of rule, which, when properly inserted, are soldered to the plate.

Besides simplicity and effectiveness, this device possesses another desirable

attribute. It is inexpensive. The cost of the plate used in illustration was less than a dollar, and duplicate electrotypes would cost no more than ten or twelve cents each.

THE "Extra Number" of the *Buffalo Express*, "issued as a souvenir of the International Industrial Fair," comprises sixty pages of closely-set matter, profusely illustrated with views of Buffalo, its principal buildings, and portraits of its most prominent business men.

Reaction.

BALTIMORE AMERICAN.
BALTIMORE, October 25, 1888.

GEO. P. ROWELL & Co.:

Gentlemen.—After an experience of two years with a New York bureau, I have come to the conclusion that instead of assisting advertising agents, which was my object in establishing it, it does more to interfere with them, and, as the agents cover the field pretty thoroughly, I have decided to discontinue the bureau November 1st. If you have been doing business through that medium, I will ask you to please transact it direct with this office after that date.

Respectfully yours,

FELIX AGNUS,
Manager Chas. C. Fulton & Co.

An Advertising Agent Ill.

Francis T. McFadden, advertising agent and New York manager for a number of leading Western papers, is at present in Bellevue Hospital suffering from nervous prostration. Mr. McFadden is well known among the Western newspaper syndicates as a most successful advertising agent and an energetic business man.

He is now on the way to recovery and expects to be about again in a few days. He makes this city his headquarters and has an office at No. 154 Nassau street. He has many friends in this city, who called at the hospital to inquire about him. His wife is at present at his home in Rosebank, near Cincinnati—*N. Y. Morning Journal*, October 27.

FOR SALE.

ONE 9X13 PEERLESS JOB PRESS; one 11X17 Gordon Jobber, new; one 7-column, improved Washington Hand Press; one 8X12 self-inker Columbian Jobber; 250 lbs. new Long Primer, at 25c. These presses are almost new, are in perfect condition, will be sold cheap, on easy terms, and sent on trial to responsible purchasers. J. D. COLQUITT, Record office, Senatobia, Miss.

FOR SALE.—Hoe, 4-cylinder rotary press (second hand.) Is in good condition and will be sold very cheap.—REGISTER PUB. CO., New Haven, Conn.

FOR SALE.—An Adams Press. Size of platen 26x40 inches. In good order. Will be sold at a bargain, for cash, to any one who will examine it as it stands and remove at his own cost;—or will be boxed, shipped, warranted and sold on easy terms to an approved purchaser. It must be sold quickly on some terms. Address W. D. WILSON PRINTING INK CO., Limited, No. 140 William Street, New York.

"THE ART OF ADVERTISING;
or, How to Make Advertising Pay."
Every business man needs it; price 50c. by mail postpaid. J. J. TERRY, Publisher, 79 Milk street, Boston, Mass.

"-Latest Edition-"
ADVERTISERS'
-IN ITS GAZETTE.
= 200 pages. CONTAINS =
VALUABLE Information
suggestions
Lists, Prices, Etc.,
For American Advertisers
By mail to any
= address upon receipt
= of **ONE DIME.**
Writes to - **f**
R. L. WATKINS, NEWSPAPER ADVERTISING
BUREAU, PROSPECT, OHIO.

The "TIMES," New England Newspapers.

HARTFORD, CONN.

The issue of the **Hartford Times** exceeds 10,000 copies daily, which is more than that of any other Daily paper in the State of Connecticut, and more than double that of any other Daily paper issued in Hartford. It is greater than the combined issue of all the other daily papers in Hartford put together.

The sale of the **WEEKLY Times** exceeds 8,000 copies, which is from 3,000 to 5,000 copies more than that of any other Weekly paper issued in Hartford.

None of the proprietors of the **Hartford** papers question these statements.

It is the best advertising medium in the State of Connecticut. It is the best and most prosperous newspaper establishment in the State. The **Hartford Times** was established in 1817. It has always been a good paper.

There is absolutely no deviation from the schedule rates for advertising either in the Daily or Weekly.

For advertising rates address

THE TIMES, HARTFORD, CONN., OF
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

ATLANTA CONSTITUTION—The Weekly edition of the **ATLANTA CONSTITUTION** is 123,000 copies. It is the largest issue of any newspaper published in the South. Advertising rates 50 cents a line. Address **CONSTITUTION**, Atlanta, Ga., or **J. J. FLYNN**, 23 Park Row, New York.

SAN FRANCISCO CHRONICLE—The Circulation of the **CHRONICLE** is bona fide, and is equal to that of all the other **San Francisco Morning Papers Combined**. The **CHRONICLE** is the **Best Paper in which to Advertise Your Wants**.



A LOW RATE AND EASY TERMS OF PAYMENT!—We will insert an advertisement occupying a full inch of space, 24 agate lines, one week, in six thousand, ACTUALLY SIX THOUSAND Country Weeklies, for **\$500**. From responsible parties a three months' note, with the order, will be accepted in payment. (Only one electrotype required.) Try the experiment. Address **GEO. P. ROWELL & CO'S Newspaper Advertising Bureau**, 10 Spruce St., New York.

For a check for **\$135** we will insert a one-inch advertisement one month in our **New England Select Local List**, consisting of 26 Dailies and 123 Weeklies. Orders are sent to one-half the papers on the 1st of every month and the remainder on the 15th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau**, 10 Spruce Street, New York.

Middle States Newspapers.

For a check for **\$150** we will insert a one-inch advertisement one month in our **Middle States Select Local List**, consisting of 65 Dailies and 173 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau**, 10 Spruce St., New York.

Southern Newspapers.

For a check for **\$135** we will insert a one-inch advertisement one month in our **Southern Select Local List**, consisting of 40 Dailies and 87 Weeklies. Orders are sent to one-half the papers on the 13th of every month and the remainder on the 27th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau**, 10 Spruce St., N. Y.

Western Newspapers.

For a check for **\$275** we will insert a one-inch advertisement one month in our **Western Select Local List**, consisting of 112 Dailies and 241 Weeklies. Orders are sent to one-half the papers the 1st Week and the remainder the 3d Week in each month. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau**, 10 Spruce St., New York.

Canada Newspapers.

For a check for **\$50** we will insert a one-inch advertisement one month in our **Canadian Select Local List**, consisting of 15 Dailies and 47 Weeklies. Orders are sent to one-half the papers the 11th of every month and the remainder on the 25th. Catalogue of papers sent on application. Proof of advertisement submitted before sending out, if desired. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau**, 10 Spruce St., New York.

A LIST OF 1,000 NEWSPAPERS Divided into States and Sections will be sent on application—FREE. To those who want their advertising to pay, we can offer no better medium for thorough and effective work than the various sections of our **Select Local List**. **GEO. P. ROWELL & CO., Newspaper Advertising Bureau**, 10 Spruce St., New York.

A WRITER OF ADVERTISING MATTER.
Address **W. R. BARBER,**
New York Post Office.

WE HAVE JUST ISSUED A NEW edition of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country: being a choice selection made up with great care, guided by long experience.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

SELECT LIST OF LOCAL NEWSPAPERS, in which advertisements are inserted at half price.

5,472 VILLAGE NEWSPAPERS, in which advertisements are inserted for \$42.75 a line and appear in the whole lot—one-half of all the American Weeklies.

Book sent to any address for **Thirty Cents.** Address **GEO. P. ROWELL & Co., New York.**



FOR A CHECK FOR \$30 WE WILL print a ten-line advertisement in One Million issues of leading American Newspapers and complete the work within ten days. This is at the rate of only one-fifth of a cent a line, for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different newspaper purchasers; or Five Million Readers, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. Address with copy of Adv. and check, or send 30 cents for Book of 256 pages.

GEO. P. ROWELL & CO.,
10 Spruce St., New York.

FOR THOSE ADVERTISERS WHO have a credit so well established as to make them safe customers, we secure the most important advantages. We can devote our energies to securing for them what is wanted and what ought to be had; without constantly contemplating a possible loss liable to sweep away, not only all commissions earned, but in addition, leave us responsible for heavy obligations to publishers. We seek the patronage of responsible advertisers who will pay when the work is done! and of experienced advertisers who will know when they are faithfully and intelligently served!! **GEO. P. ROWELL & Co., Newspaper Advertising Bureau, 10 Spruce St., New York.**

GEO. P. ROWELL & CO'S BEST LIST of Local Newspapers.—Every paper named on this list is selected because either its daily or weekly edition is the best or most widely circulated or most influential, published at an important county seat, or in a place having more than 5,000 population. **The newspaper in each place that gives the advertiser the most for his money.** The List covers every State, Territory, District and Province of the United States and Canada, and represents **EVERY county seat having a population greater than 3,000, and EVERY PLACE having a population greater than 5,000, one paper in a place, Daily or Weekly, or Daily and Weekly**, where there is a paper having a circulation exceeding one thousand copies weekly, as rated in the American Newspaper Directory for 1888; and with the exception of such suburban towns as are better covered by the papers named in the neighboring city. Send 30 cents for pamphlet.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., New York.

A AMERICAN NEWSPAPER DIRECTORY for 1888. Twentieth Annual Volume: 1456 pages. This work is the source of information on statistics of newspapers in the United States and Canada. Advertisers, advertising agents, editors, politicians, the department of the government, rely upon its statement as recognized authority. It gives a brief description of each place in which newspapers are published, stating name of County, population of place, etc. It gives the names of all the newspapers, politics, religion, class or characteristic, days of issue, editors and publishers' name, size of paper, subscription price, date of establishment and the circulation. It gives the names of all papers: in which County. Price \$5. Sent to any address by **GEO. P. ROWELL & CO., Publishers,** 10 Spruce St., New York.

W. D. WILSON PRINTING INK CO., 144,
140 WILLIAM ST., NEW YORK,
Manufacturers
FINE BLACK & COLORED INKS
AND
Superior Lithographic Varnishes
Of All Grades.

SEND THE CASH AND SAY what is wanted.—A small expenditure in advertising in a judicious selection of newspapers is often contemplated by persons who have not a clear idea as to what publications should be taken or the cost; they consequently find a difficulty in carrying out the plan without having the cost exceed the amount contemplated. Such persons do well to send the copy of the advertisement and a check for the amount of money to be used, to Geo. P. Rowell & Co.'s Newspaper Advertising Bureau, 10 Spruce St., New York, and leave the selection of papers and the number of insertions in each to be determined by their experience and judgment. In that way the advertiser gets the best service possible for the money he expends, and the work is promptly done—no time being lost in correspondence.

ADVERTISING CUSTOMERS of Geo. P. Rowell & Co's Newspaper Advertising Bureau to the amount of Fifty Dollars, are entitled to receive a complimentary copy of the American Newspaper Directory.

THE HARVEST SEASON.

THE HARVEST SEASON FOR ADVERTISERS IS PASSING RIGHT ALONG,

DON'T GET LEFT!

It is during the Winter and Spring months that shrewd advertisers reap the best of their harvest. You will find such advertisers constantly in

ALLEN'S LISTS

Many advertisers have written me that their returns from Allen's Lists held up so well during the dull Summer months that a very handsome profit resulted. It is a fact now generally known to intelligent advertisers that Allen's Lists give paying returns even in the dull season from ads. that are even so unpopular as not to pay at any season in other mediums that are regarded as gilt-edged, and that are really gilt-edged.

During the dull months of last Summer, the advertising patronage of Allen's Lists was more than double that of other first-class monthlies. The reason: My lists give larger returns than any other mediums, and pay handsomely, even during the dull season. Even in the dull month (August) my Lists contained

Eighteen Columns of Ads.

from the shrewdest and most successful advertisers. Show me any other general advertising medium with half this unparalleled patronage.

ALLEN'S LISTS will PAY YOU HANDSOMELY even when NO OTHER ADVERTISING MEDIUM WILL PAY YOU AT ALL.

ALLEN'S LISTS ARE STRONGER THAN EVER; the periodicals constantly gain in popularity with the better classes of the masses; they go direct to the homes of paid-in-advance subscribers all over America, where they are welcome guests, and are largely preserved.

Those who spend their money in ALLEN'S LISTS, who can identify returns, and who do keep a record, will become absolutely convinced that they are the best paying mediums in America.

Affidavit of circulation of all issues furnished each Advertiser monthly

Guaranteed Circulation of Allen's Special List, for each month, over - 400,000

Guaranteed Circulation of Allen's Giant List, for each month, over - 400,000

Guaranteed Circulation of Both Lists, for each month, over - 800,000

Should the Circulation, in any Month, run below the figures here mentioned, I will make a Discount in exact proportion, to every Advertiser.

ADVERTISING RATES.

Allen's Special List, - \$2.00 per Agate Line, each insertion.

Allen's Giant List, - \$2.00 per Agate Line, each insertion.

Both Lists, - \$3.60 per Agate Line, each insertion.

Rates for Reading Matter Space.

Allen's Special List, - \$3.25 per Minion Count Line, each insertion.

Allen's Giant List, - \$3.25 per Minion Count Line, each insertion.

Both Lists, - \$5.83 per Minion Count Line, each insertion.

DISCOUNTS.—20 per cent. for one year; 10 per cent. for six months. It is useless for advertisers to ask me to vary from terms given above. In making my rates, I did not put them up for the purpose of giving great discounts, but put prices right down to bed-rock at the start. Allen's Lists are represented by all reliable advertising agencies.

Forms close, both Lists, the 18th of each month.

E. C. ALLEN.

Augusta, Me.

PRINTERS' INK.
(NEW YORK)

209

The Press.

**DAILY.
WEEKLY.
SUNDAY.**

THE PRESS, the most widely circulated Republican daily printed in New York.—NEW YORK EVENING POST, August 2.

The Largest Daily Circulation of any Republican paper in the United States.—THE PRESS every day.

THE YOUNG REPUBLICAN PAPER OF THE METROPOLIS.

Waging vigorous battle for the principles of **PROTECTION**. The Editorial page of **The Press** is the best exponent of sound Republican doctrine in New York. It does not shoot over the heads of the people. THE PRESS gives all the news in condensed form—for

ONLY ONE CENT.

THE PRESS, first published, December 1, 1887. Circulation February 1, 1888, 26,550. Circulation April 1, 35,982. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27,

100,064.

OFFICE OF THE PRESS,
SATURDAY, Sept. 8, 1888.

I hereby certify that the actual circulation of the New York Press for the week ending Saturday, September 8, was as follows:

Sunday, Sept. 2.....	55,723
Monday, Sept. 3.....	76,644
Tuesday, Sept. 4.....	77,660
Wednesday, Sept. 5.....	78,682
Thursday, Sept. 6.....	78,666
Friday, Sept. 7.....	78,322
Saturday, Sept. 8.....	81,670

Total, Daily.....	520,767
Weekly.....	35,000

Grand Total.....	561,767
Average Daily Circulation for August.....	70,760

HERBERT L. BRIDGMAN, Business Manager.

A Notable Indorsement.

The undersigned, having examined the evidence offered by the New York Press Company (Limited), are fully satisfied that the foregoing statement of circulation is true and correct.
(Signed)

NEW YORK, Sept. 5, 1888.
GEO. P. ROWELL & Co.,
J. WALTER THOMPSON,
M. HEIMERDINGER,
J. C. GOODRICH.

A Demonstration of the Facts.

New York Press Company, (Limited):

GENTLEMEN: We find upon examination of our books that we delivered to your press-room during August, 1888, 187,315 pounds of white paper, net weight, exclusive of waste, equivalent to 3,122,000 copies of THE DAILY PRESS.

Yours respectfully,

A. E. SMITH,

Agent Glen M'f'g Co. and Haverhill Paper Co.

Sworn to before me this 4th day of September, 1888.

EDGAR J. PHILLIPS,

Notary Public Kings and New York Counties.

**ADVERTISERS WHO OMIT THE PRESS
OMIT A VERY GOOD THING.**

Miscellanies.

Office boy (to editor)—There's a lady outside, sir, with some poetry.

Editor—How old is she?

'Bout seventeen.

Show her in.—*Texas Siftings*.

The wise man loveth those that do him good and the foolish man keepeth his pen locked away and payeth no advertising bills.—*Grocery World*.

City editor—Come now, Jones, hurry out on that assignment.

Reporter—I'm looking, sir, for that column story I brought in last night.

City editor—You'll find it among the city brevities—that's it—that two-line item.—*Journalist*.

First Dame—Did you read Howell's last novel?

Second Dame—Indeed I did. He's no author; he ain't anything but a ignorant scribbler. Why, would you believe it, he tells in one place about making bread, and when I tried it according to his receipt I spoilt the whole batch.—*Philadelphia Record*.

The chief ingredient in patent washing fluids is lye—*vide* advertisements.—*Truth*.

Reporter—I've just got a lovely theatrical scandal, full of the most spicy details.

Editor—Good! Run it in leaded and head it Too Sickening for Publication, and tell 'em to run off twenty thousand extras.—*Texas Siftings*.

Miss Bluestocking (aged 39)—I have sent you a dozen of my poems within the past year and you have returned every one of them. I called to ask what is the matter with them.

Magazine editor (kindly)—My dear young lady, the great French critic, Renan, says it is impossible for anyone to write well before the age of forty.

Miss Bluestocking—Oh, I see. I will send you some new ones in about twenty years.—*Time*.

"So you want a situation in the editorial rooms? Seems to me you're too old. You must be near 80."

"I'm 85."

"What is your special line of work?"

"Writing up 'Bright Sayings of the Children.'"—*Nebraska State Journal*.

Bilkins (answering a ring at the door)—Why, Brown, is that you? Come in. Brown—All right, old man.

Bilkins—I just left word for the news-boy when he came around to bring me a copy of the sporting edition of *The Sun* and I supposed your ring was his, or I would have let the servant answer the door; but still, old fellow, I'm glad to see you. Sit down.—*N. Y. Sun*.

The incongruities of nature are well illustrated when a man whose life from the cradle has been one stupendous error, points out a small mistake in a newspaper and then asks the editor why he can't get things straight in his paper.—*Texas Siftings*.

We are thankful to our friends for groceries sent in during our absence. We are going away again next week in order to give them another chance. He that remembereth the editor shall have a notice hereafter.—*Smithville News*.

Author (to editor)—"Have you examined my last story, Mr. Snippet?"

Editor—"Yes. It seems all right with one exception."

Author—"What is that?"

Editor—"In one place you lost sight of the eternal fitness of things and made quite a blunder."

Author—"Indeed!"

Editor—"Yes, sir. The scene is laid in Kentucky, as you remember, and yet in one incident you make the hero's mouth water.—*Idea*.

Snap actor—"I have called, sir, to ask you to insert a line to the effect that I have just refused an offer of five hundred dollars a week."

Editor—"With pleasure. Is there anything else I can do for you, sir?"

"That's all, unless you have a spare dime about you."—*Philadelphia Record*.

A country editor publishes the following:

"We hereby tender our heartfelt thanks to Dr. Pellet for his prompt and satisfactory action in our rather critical case last evening. Doc., you are a good one!"

"Our thanks are also due our esteemed townsman, Mr. James Hawbuck, for a very luscious watermelon which he left on our desk at an early hour yesterday morning. Come again, Jim!"—*Life*.